

Complete Streets: From Planning to Implementation

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What do these reports all recommend?

- White House Task Force on Childhood Obesity Report and Action Plan (2010)
- APHA's The Hidden Health Costs of Transportation (2010)
- CDC's Transportation Recommendations (2010)
- National Physical Activity Plan (2010)
- Institutes of Medicine's Local Government Actions to Prevent Childhood Obesity (2009)

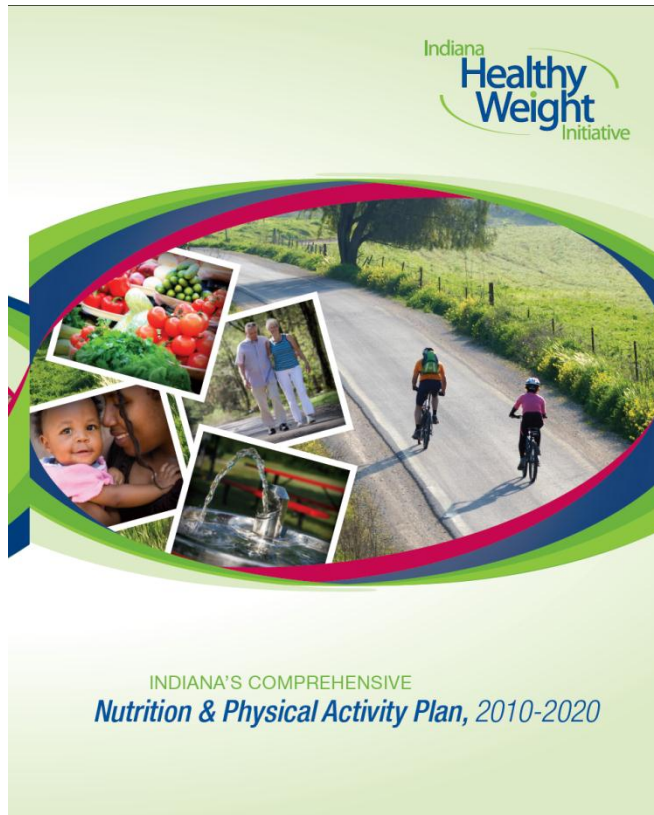
Complete Streets for Healthy Living

Complete Streets are designed and operated so that they are safe, comfortable, and convenient for all users pedestrians, bicyclists, transit riders and motorists of all ages and abilities.

Complete Streets Policies

Create a new vision for public (and sometimes private) roadways
Institutionalize Planning and Decision-making
Result in a safer, healthier built environment

Indiana's Comprehensive Nutrition and Physical Activity Plan, 2010-2020



- The IHWI and ISDH released the State Obesity Plan in January 2011.
- The Plan outlines a plan of action for different settings to address obesity in Indiana, including the adoption of complete street policies.

Indiana's statewide initiative to prevent obesity and other chronic diseases



www.inhealthyweight.org

Why Do We Need Complete Streets?



Streets Are Inadequate



NO SIDEWALKS

Streets Are Inadequate



TOO NARROW TO SHARE WITH BIKES

Streets Are Inadequate



TOO DANGEROUS TO CROSS ON FOOT

Streets Are Inadequate



UNINVITING FOR BUS RIDERS

Streets Are Inadequate



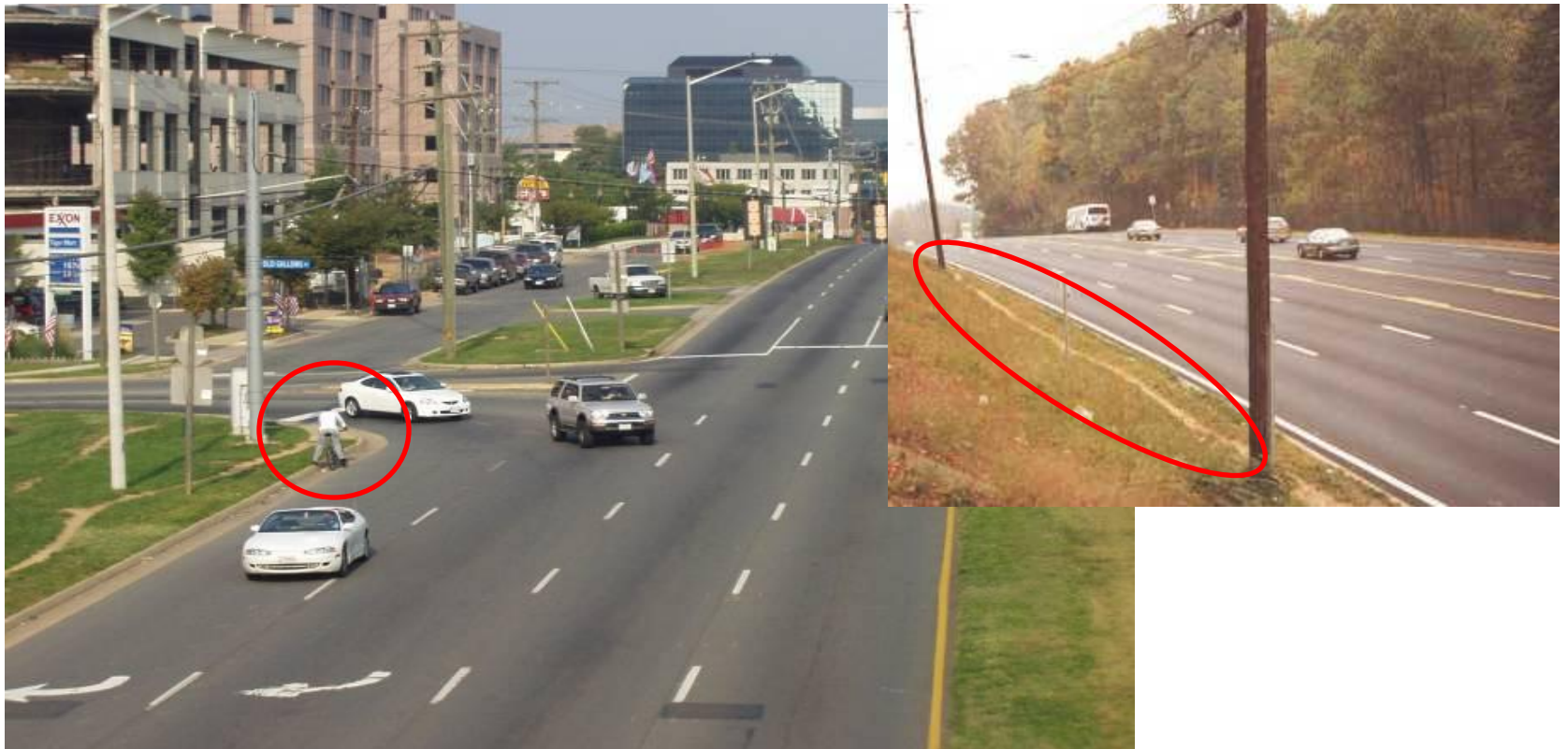
INACCESSIBLE FOR WHEELCHAIR USERS

Streets Are Inadequate



NO ROOM FOR BIKES OR PEDESTRIANS

Streets Are Inadequate



NO ROOM FOR PEOPLE

Design Elements

- All users must be able to safely move along and across a complete street.
- Each complete street is unique.
- Complete streets are appropriate in all communities, regardless of size or setting.

The Many Types of Complete Streets



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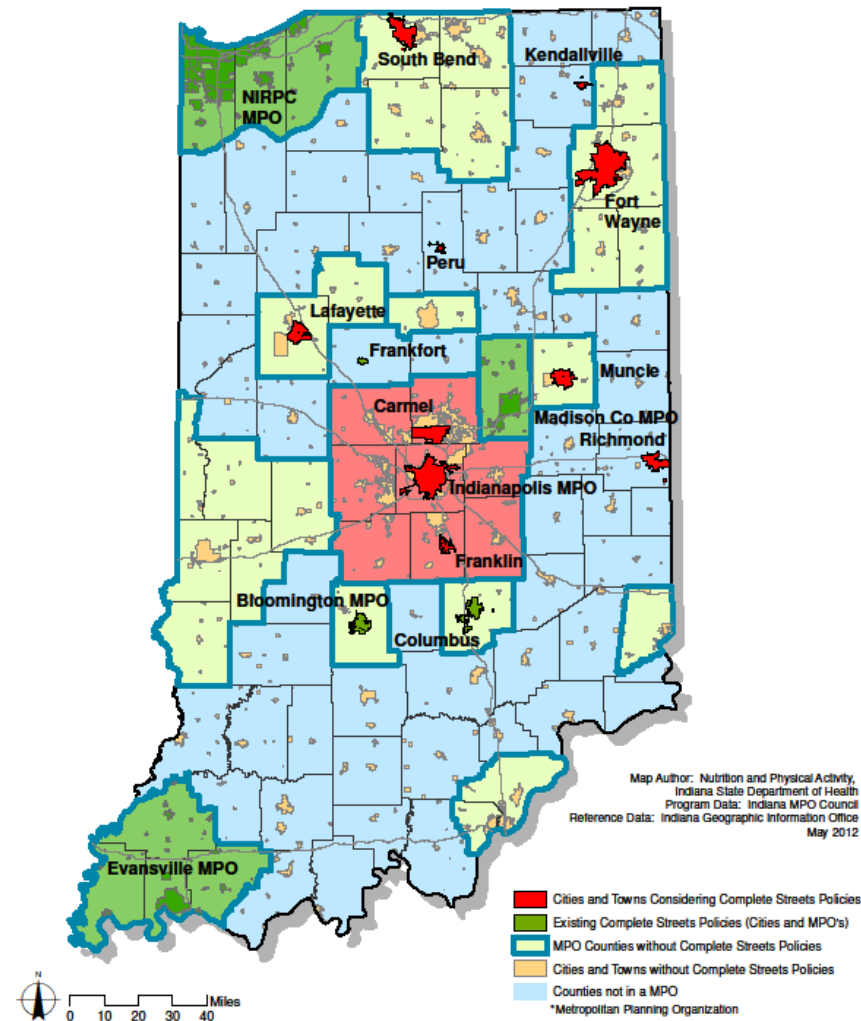
Complete Streets Policies

- **400+ Local and Regional jurisdictions nationally** have a stated commitment to complete streets.
- National Complete Streets Coalition Review Available
- Policy Types
 - Public: legislation, ordinances, resolutions, executive orders
 - Internal: policies, plans, manuals
- Policy Levels
 - Local, MPO, State, Federal

Who has Complete Streets Policies in Indiana?

- Northwest Indiana MPO
- Bloomington MPO
- Madison County MPO
- Columbus, Indiana
- Frankfort, Indiana
- Evansville MPO
- Tippecanoe County MPO
- Indianapolis, Indiana

Complete Streets policies now cover 36% of Indiana's Population (over 2 million people)



The Best Complete Streets Policies

- Decision Making VS Design Guide
- Process and service level focus
- Unique policy framework

The Best Complete Streets Policies

- Applies to every phase of every project.
- Feature direct use of the latest and best design standards.
- Allow flexibility in balancing user needs.
- Specify any exceptions and require high-level approval of them.
- Measure performance of street design.

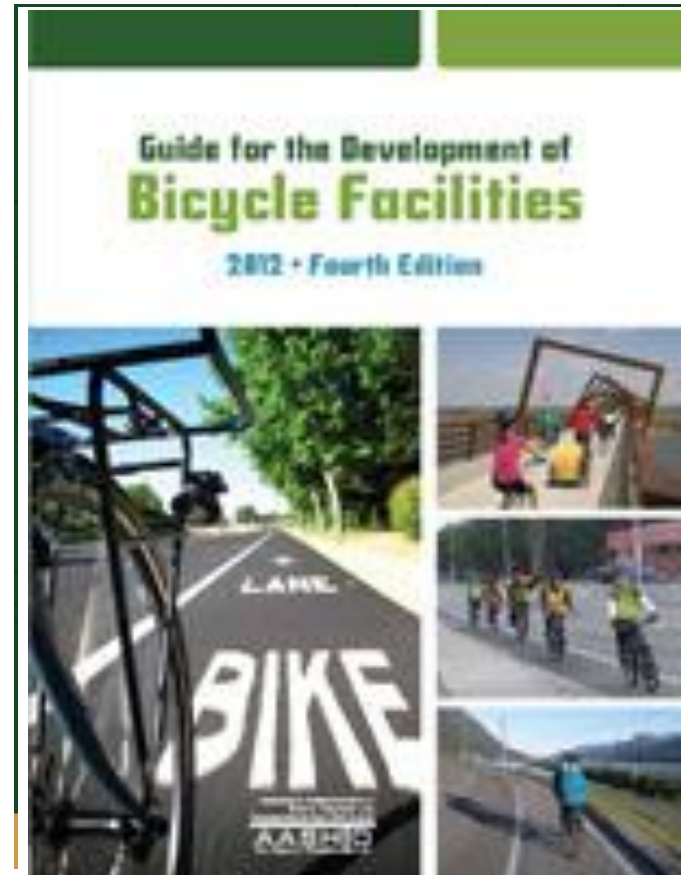
Every Phase of Every Project

- Maintenance
 - Reconstruction
 - New construction
-
- Process and policy goals guide decisions about the scope of a project.
-
- Ask early: “Does this street meet standards for serving all road users?”



Latest and Best Design Standards

- Sidewalks
- Lane width
- Road diets
- Bus stops
- Bike lanes
- Intersections
- Accessibility



Flexibility in Balancing User Needs

- Not a “one size fits all” proposition
- Land use and context sensitivity
- Local policy, not a National standard

Exceptions: Specific & Documented

- Three typical exceptions:
 - Prohibited uses
 - Disproportionate cost
 - Scarcity of population (low need)
- Establish a process and standard for documenting how the exception is met.
- Annual reporting of exceptions granted.

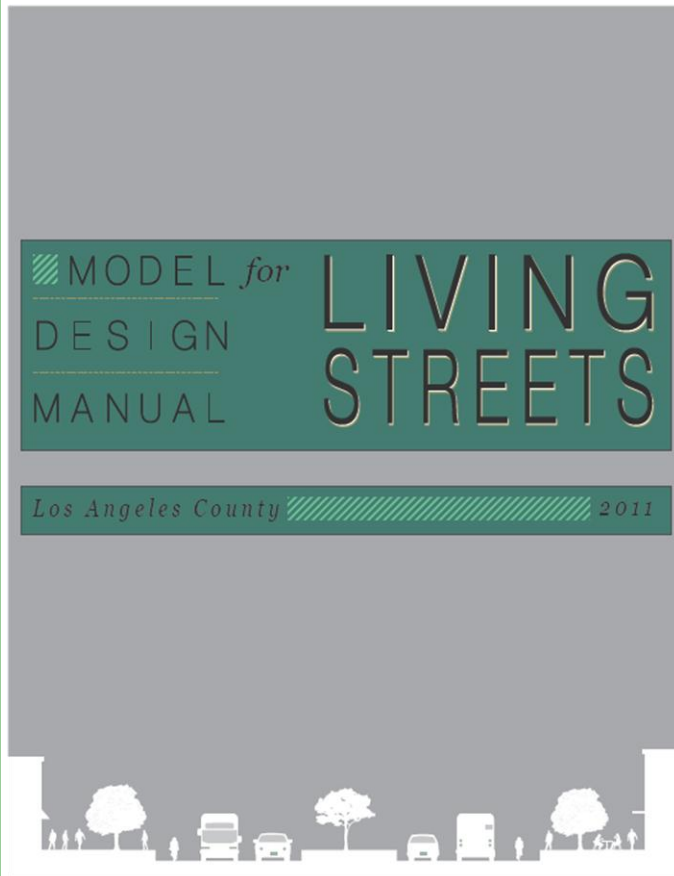
Measure Performance

- Quantitative measures –
 - Bike lane miles
 - Number of bus stops that meet standards
 - Linear feet of sidewalks built
 - Number of intersections redesigned
- Qualitative measures –
 - Health
 - Economy
 - Safety
 - Satisfaction

The Best Complete Streets Policies

- Resources and Support
 - National Complete Streets Coalition
 - Model ordinances
 - Established standards for policy
 - Policy review

Living Streets



- Complete Streets +
- Re-Placing streets
- Streetscape ecosystem
- Suburbia retrofit

Living Streets

Complete Streets

- Streets move people
- Multi-modal accommodation
- Policy and process focus

Living Streets

- Streets ***move*** people
- Invite socialization & manage pollution
- Placemaking in public space

How Policy Change Occurred

- Partners began with a series of community meetings and workshops (Health by Design and AARP).
- Conducted a Statewide Complete Streets Workshop.
- Made presentations at conferences.
- Provided technical assistance and supporting materials upon request.
- Tracked progress in policy change and reported to key partners.
- Created a strategy to influence political decision-making.

Why Policy Change is important:

Changing policy so that our transportation system *routinely includes the needs of people on foot, wheelchairs, public transportation, and bicycles* means that **walking, riding bikes, and riding buses and trains will be safer and easier.**

People of all ages and abilities will have more options when traveling to work, to school, to the grocery store, and to visit family.

Complete Streets = Livable Communities

- Complete streets make fiscal & economic sense
- Complete streets improve safety
- Complete streets encourage physical activity
- Complete streets ease transportation woes
- Complete streets benefit children
- Complete streets are good for air quality

Can You Use the Media to Promote Complete Streets?

Yes! This use of the media is called **MEDIA ADVOCACY**. Media advocacy is the strategic approach to mass media taken by community-based groups to help advance public policies.



Media Advocacy: Shifting Focus

Problem Defined at
the Individual
Level:

- Seek out opportunities to exercise.

Problem Defined at
the Policy Level:

- Physical activity needs to be integrated into our everyday routines.

BOTH HAVE NEEDS!

- The media needs a story that they can tell that will interest viewers, readers, or listeners.
- Active transportation advocates need to use the media to tell their story and to get people to ***take action and change policy!***

ISDH's primary partner to promote Complete Streets



www.healthbydesignonline.org

Indianapolis Example

- Met with print media contacts and City Council members at an intersection to discuss Complete Streets.
- Coalition members wrote opinion pieces for the local paper (AARP, Health by Design and many others).
- Worked with a local TV station on a piece about pedestrian safety at intersections.
- Used social media to distribute a petition throughout the City.

SHAPE the Story

- **Present a solution**

“By adopting a complete streets policy, communities provide options for all citizens, regardless of age, ability, or mode of transportation.”



Telling the Story

- Ghost bike: tributes



SHAPE the Story

- **Calculate social math:** Complete streets provide mobility options for the 1/3 of Americans that don't drive.

In Indiana, that's over 2 million people... enough people to fill Lucas Oil Stadium nearly 35 times! Don't these people deserve access to safe modes of transportation?

- **Another example – break down the numbers:**

“Too many streets are currently unsafe for people to walk or bike on. Over 120,000 bicyclists and pedestrians were injured on U.S. roads in 2008. That's 329 people each day, and nearly 17 people each hour.”

SHAPE the story

- **Find the authentic voices:**

The elderly, bikers, walkers, school-aged children, those without cars, visually impaired, pedestrians/bikers injured in car crashes

ACTIVITY

- What is your personal story? How does it relate to complete streets?
- Who is your best storyteller?
- Find another “voice” from your circle of clients, colleagues, etc.

So You Have a Policy, What's Next?

- Institutionalize project oversight and reporting.
- Create performance measures and monitor them.
- Look at mandatory review of the policy after five years.

Project Oversight and Reporting

- Create a review committee or assign the task to an existing group.
- Require reporting of policy exceptions in a public forum.
- Assign a staff person to manage and track the process.

Create and Monitor Performance Measures

- Clearly define the performance measures for the policy.
- Require reporting and updates on the performance measures in a public forum.
- Assign a responsible staff person to quantify, track and report the performance measures.

Review the Policy After Five Years

- Record any problem with implementing the policy.
- Begin drafting revisions to address policy changes after the initial adoption.
- Assign a staff person to manage and track the potential policy revisions.

Start Your Complete Streets Policy!

- Anticipate your community's knowledge of the subject.
- Begin with a grassroots effort that's led by strong volunteers and stakeholders.
- Utilize non-governmental groups to assist and lead certain parts of the effort.
- Try to engage transportation officials and MPOs when possible.
- Involve all roadway users in the advocacy effort.
- Utilize the national Complete Streets Coalition for technical support.
- Create an advocacy group that meets regularly to track and celebrate policy change efforts.

How to Work with Local and Statewide Advocacy Groups

- Build a coalition through organizing activities.
- Develop an advocacy campaign.
- Develop a strategy to influence decision makers.
- Advocate for an inclusive implementation process.
- Spread the word of successes to other communities.
- What are some of your challenges in creating complete streets?

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